



Federal Communications Commission
Washington, D.C. 20554

April 4, 2007

DA 07-1587
Released: April 4, 2007

CERTIFIED MAIL – RETURN RECEIPT REQUESTED

Multimedia Holdings Corporation
KPNX(TV)
c/o Gannett Co., Inc.
7950 Jones Branch Drive
McLean, VA 22107

Re: Multimedia Holdings Corporation
KPNX(TV), Mesa, AZ
Facility ID No. 35486
File No. BRCT-20060531ACB

Dear Licensee:

This refers to your license renewal application for station KPNX(TV), Mesa, AZ.

Under the Commission's rules implementing the Children's Television Act of 1990 (CTA),¹ each television broadcast station licensee has an obligation, during its license term, to air programming that serves the educational and informational needs of children through both the licensee's overall programming and programming "specifically designed" to educate and inform children (core programming).² The Commission's rules require commercial licensees to provide information to the public about the shows they air to fulfill their obligation. Subsection 73.3526(e)(11)(iii) of the Commission's Rules, 47 C.F.R. § 73.3526(e)(11)(iii), requires each commercial television broadcast station to prepare and place in its public inspection file a Children's Television Programming Report (FCC Form 398) for each calendar quarter reflecting, *inter alia*, the efforts it has made during the quarter to serve the educational needs of children.³ As set forth in Subsection 73.3526(e)(11)(iii), licensees are also required to file the reports with the Commission and to publicize for the public the existence and location of the reports.

On May 31, 2006, you filed a license renewal application (FCC Form 303-S) for station KPNX(TV), Mesa, Arizona (File No. BRCT-20060531ACB). In Exhibit 24, you indicated that during a 13-month period between January 2005 and January 2006, you failed to publicize the

¹ Pub. L. No. 101-437, 104 Stat. 996-1000, *codified at* 47 U.S.C. Sections 303a, 303b and 394.

² 47 C.F.R. § 73.671.

³ 47 C.F.R. § 73.3526(e)(11)(iii).

existence and location of station KPNX(TV)'s Children's Television Programming Reports. You attribute this violation to staff turnover and inadvertent employee oversight. Immediately upon discovering this error, you claimed, you addressed this violation by broadcasting announcements publicizing the Children's Television Programming Reports as of February 1, 2006. You also described other procedures implemented to ensure future compliance.

Based upon the record before us and although we do not rule out more severe sanctions for violations of this nature in the future, we have determined that an admonition is appropriate at this time. Therefore, based upon the facts and circumstances before us, we ADMONISH you for the admitted violation of Section 73.3526(e)(11)(iii) of the Rules described in station KPNX(TV)'s renewal application.

Accordingly, IT IS ORDERED that, a copy of this Letter shall be sent by First Class and Certified Mail, Return Receipt Requested to Multimedia Holdings Corporation at the address listed above, and to its counsel, David P. Fleming, Esquire, Gannett Co., Inc., 7950 Jones Branch Drive, McLean, VA 22107.

Sincerely,

Barbara A. Kreisman
Chief, Video Division
Media Bureau